

The Alma Record

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HOW DO YOU DO?

This is a fine day and opportunity is knocking at our door with a bang. Never before in the history of Alma have we had such an opportunity presented to us.

Most of us work like Trojans a good deal of the time to make from seven to ten per cent on our investment, and occasionally one of us buys a gold brick or a watered oil well and lets go the savings of a life time so quickly that we gasp for breath and wonder why the Fool Killer hesitates to strike.

But today we are presented with a brand new chance for investment with unlimited possibilities and no chance to lose. For every dollar that we invest in the Alma College endowment fund, someone outside of Alma will invest ten dollars, and all that investment will be spent here, largely to our benefit.

This investment will mean that Alma College will be greatly enlarged and that two or three times the present number of students will come to Alma from all sections, and that not less than a half million dollars will be spent here each year by the institution and the student body. Even a blind man ought to see that directly we will get big interest on our investment in increased trade. But that is only a small part of our opportunity. Probably the greatest part of this opportunity is that it offers us a chance to show our gratitude to our soldier boys by the erection of a living memorial to those who invested their lives in Liberty without a moment's hesitation, that we might enjoy freedom from the rule of the Hun.

We never can pay the debt we owe to those who died in freedom's cause but we can show to all the world, through all the years, our appreciation of their splendid sacrifice. And we can also show respect and do a service to those who returned to us, spared by the demon of war.

The greatness of America is not in her material wealth, but in the intelligence, the honor, the integrity, and the courage of her men and women, and hereby lies another great part of this opportunity which knocks at our doors today. By a small investment from each one of us a chance for education will be afforded to thousands, and these men and women who receive this opportunity at our hands will go out to make and keep our country clean, and strong, and great.

How do you today, and what will you do today? Well that depends upon your vision and your attitude toward life. There is no question but that we have a great opportunity to do something really worth while that will show our gratitude and demonstrate our sense of appreciation for our soldier boys. We have an opportunity to very greatly help our city and Gratiot county, and lastly we have an opportunity to enlarge our own vision of life by investing in the safest, surest, and most ennobling cause ever presented for our consideration. It is not a gift that we are asked for, but rather we are offered a chance to make an investment in good citizenship that is bound to bring big returns to us and all succeeding generations, and we can make it on the installment plan, too.

How do you do? Why, you do your level best, of course, like the soldier boys did and as all good Americans always do.

The "common or garden" donkey is one of the most laughed-at animals, and few of us pause to think what a figure this stubborn but patient creature has made in literature, art, and history. The very first picture the visitor to the London National gallery sees as he enters the building is a beautifully painted ass upon which the Virgin sits with her Infant Son. It is Holman Hunt's "Triumph of the Innocents." Balzac's ass has passed into a proverb of the foolish instructing the wise! There is, too, the Golden ass of Apuleius, a romance of the Second century, Balzac with his "Ass's Skin," Sancho Panza with his ass, and donkey, and Sterne with that dead donkey which he has immortalized. Then who can forget Robert Louis Stevenson's delightful "Travels With a Donkey," where the donkey is almost as entertaining as the author? There was, too, the famous donkey of Mafeking, and Halli Bey's donkey which was shaved of its ears by a British shot, and there was Matanza's mule killed in Cuba—but that was only half a donkey! King Midas was said to have ass's ears, and it was upon an ass that Mohammed went to paradise to learn the will of Allah. It was named Al Borak (the lightning), so it must have been the swiftest ass on record!

REASONS FOR THE MEMORIAL

(Continued from page one)

is to meet the increasing demands upon it, the friends of the college everywhere naturally hope that Gratiot county will do its part.

Quite irrespective of whether or not the proposed building is erected as a memorial, Alma College needs an auditorium-gymnasium. She is asking her friends in Gratiot county to make this building possible. There to make this building possible. There quite so fitting as a memorial. Gratiot county is, therefore, asked to help make the MEMORIAL possible.

When the time comes to inscribe the names of Alma's sons who entered the service on bronze tablets that are placed in a building the people of the county have erected, would it not be ungracious to insist that only the college list of service men be recorded? If Gratiot county makes the building possible, should not the names of all her soldier boys be inscribed therein? Should not EVERY memorial in Gratiot WHEREVER located have inscribed upon its tablets the name of EVERY Gratiot county man who answered the call.

Let those who would honor the few make their selection. Alma College and her friends cannot. And neither can the college, since she needs MUST build, decline to make the structure she rears a remem-

brance to the boys of yesterday that will stand as a remembrance to the boys of TOMORROW lest they forget.

For memorials are built in vain if they do not serve two purposes. They must pay tribute to the past and they must inspire the FUTURE. Those to whom we build memorials do not need them. They have made THEIR record. It is to the boys of tomorrow who should remember.

When Alma's sons from Gratiot county are tested in the future will not a list of a thousand who in days gone by measured up to the full stature of American manhood, serve to steady purpose and strengthen resolution? For that list will say to them:

Take up the quarrel with the foe. To you, from failing hands, we throw The torch. Be yours to lift it high!

H. M. Crooks.

Cause of Earthquakes.

Modern geological science holds that earthquakes are due to "faulting." "Faults" are breaks in the strata of the earth's surface, the broken edges slipping past each other so that the same rock is found at different levels on opposite sides of the fault. These breaks create weak places in the earth's crust, and from time to time more slipping occurs. When this happens, an earthquake of greater or less violence is the result.

COLLEGE MAN WINS SUCCESS

(Continued from page one)

This year Johnson was not given any opposition at the state convention, and has made a record during the past two years that would make his re-election a certainty, even were the Republicans of Michigan not holding the whip-hand in Michigan politics, with the great majority that they continually roll up in state contests.

Johnson is just one sample of the many graduates of Alma college, the youngest of the state's colleges, who have achieved a big success in their chosen fields of endeavor.

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